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ARRTEE ZUTSHII

Transforming Brands, Shaping Trends, and Elevating Consumer Experiences for 20+ Years

With over two decades dedicated to **fashion marketing,** I bring a strategic advantage and personal fulfillment to **turn creative visions into reality**. Renowned for **elevating brands globally,** I seamlessly fuse **innovative thinking** with optimal **resource utilization.** A **consumer behavior connoisseur,** I possess **strategic insights, robust leadership,** and **meticulous attention** to detail. At Pantaloons, I shaped the new store identity, launching Fresh FashionPantaloons into India's largest retail brand. Pioneering at Bestseller, I introduced iconic brands and crafted intellectual properties, collaborating with industry luminaries. After a health-driven sabbatical, I served as the personal stylist to Vidyut Jammwal, **earning recognition as a celebrity stylist** featured in Mumbai Mirror on November 3, 2020. To keep on learning and horning my skills, and knowledge further I completed **CXO Leadership Program** from **Cornell University.**

Areas of Strength

- Brand Strategy
- Marketing Communications
- Consumer Insights
- Team Leadership & Collaboration
- Strategic Planning
- Brand Development
- Creative Direction
- Online Marketing
- Offline Marketing
- Stakeholder Liaison

Key Attributes & Achievements

- **Strategic Leadership & Brand Positioning:** Orchestrated strategic moves and partnerships for Pantaloons' transformation into a "Fresh Fashion" destination, achieving top-of-mind recall.
- **Brand Transformation:** Transformed Bestseller Brands into independent properties, aligning with global guidelines for the Indian market.
- **Consumer-Centric Expertise:** Conducted in-depth analyses of evolving young consumers, devising comprehensive media plans to enhance brand awareness.
- **Operational Efficiency**: Oversaw operations for 12 stores at Bestseller India, managing an annual marketing budget exceeding INR 40 Crores.
- **Innovative Property Conceptualization:** Conceptualized key physical and digital properties like All Starr Jamm, Super Saturday, and VeroModa Marquee, enhancing brand connection.
- **Result-Oriented Celebrity Collaborations**
- **Recognition and Awards:** Received multiple awards, including the "100 Most Influential National Leaders in Marketing 2015" and various accolades for successfulcampaigns.
- **Operational Excellence**

Organisational Experience

Marketing Consultant
Indifusion Apparels India Pvt. Ltd. | February 2022 – December 2023
Absolute Beauty Concepts Pvt. Ltd. – July 2021 – till date

My role encompasses leading comprehensive branding, communication, and collaboration initiatives to elevate the brand's presence both online and offline.

- **Leadership:** Head the marketing function for the brand.
- **Comprehensive Oversight:** Oversee all aspects of branding, communication, collaborations, and creative requirements.
- **Strategic Management:** Manage both online and offline marketing strategies to enhance brand visibility and engagement.
- **Collaborative Approach:** Foster close collaboration with internal teams and external partners for day-to-day alignment with set brand goals.
- **Initiative Implementation:** Implement strategic initiatives aimed at optimizing marketing resources and achieving desired outcomes.
- **End-to-End Brand Management:** Handle all aspects of brand management, from communication to collaboration with agencies, social media management, and maintenance of the captive website.

Social Media Consultant
Future Retail | July 2021 - February 2022 (until acquisition by Reliance Retail)

- **Collaborative Strategy Development:** Worked closely with internal teams to devise communication and content strategies for social media channels.
- **Alignment with Brand Guidelines:** Ensured strategies were in line with brand requirements and language.

Styling Consultant
Freelance | September 2018 – April 2022

- **Styling Expertise:** Conducted thorough research, conceptualized, and executed character-based styling with meticulous scene-by-scene costume breakdowns for comprehensive movie looks.
- **Transition to Styling Career:** Successfully transitioned from marketing to freelance styling, crafting Vidyut Jammwal's personal wardrobe and movie promotion looks.
- **Recognition and Media Feature:** As a celebrity stylist, featured in Mumbai Mirror on November 3, 2020, where I shared insights into the artistry of styling.

Vice President - Marketing
Red Oak Retail Advisory Pvt Ltd (now Lakeshore) | June 2017 - October 2017

- **Strategic Marketing Leadership:** Led marketing efforts at Red Oak Retail Advisory, a leading mall management company.
- **Communication and Strategy:** Formulated and implemented comprehensive marketing communication and strategy for managed and future malls.
- **Positioning Strategy:** Spearheaded the positioning strategy for "The Pavilion Mall" inPune, ensuring a distinctive market presence.
- **Brand Standardization:** Standardized brand language and communication across current and future malls, ensuring consistency.

Awards & Accolades

- **2016 - IIM Ahmedabad Branding Workshop:** Selected as one of only four employees from BESTSELLER to participate in a four-day branding workshop at IIM Ahmedabad in August.
- **2015 - CMO ASIA:** Recognized as one of the "100 Most Influential National Leaders in Marketing."
- **2015 - CMO ASIA & National Excellence in Marketing:** Achieved accolades for the groundbreaking VeroModa Marquee 2015 campaign.
- **2015 - Youth Marketing Forum:** Received an award for the ONLY IP "One Night Only" as the Best Social Media Integrated Campaign.
- **2014 - Veromoda Marquee Campaign:** Secured the prestigious Brand Excellence Award and the National Award for Excellence in Digital Marketing & Social Media.

Education

April 2024 - October 2024

CXO Leadership Program

Cornell University

1995

Diploma in Travel & Tourism Management

Trade Wings Institute of Management, Mumbai

1995

Bachelors of Commerce

Andhra University

Personal Passions

- **Yoga:** Integrating the principles of mindfulness and holistic well-being into professional practices, fostering a balanced and resilient approach to challenges.
- **Running & Fitness:** Demonstrating discipline, perseverance, and goal-oriented focus in work. endeavors, translating the dedication required for running and fitness into professional pursuits.
- **Creative Styling:** Applying a keen eye for aesthetics and attention to detail cultivated through creative styling to enhance brand image and elevate marketing strategies, ensuring a visually compelling and impactful presence.

Languages

English, Hindi and Kumaoni

Residence

B /406, Poseidon, Dr. Ashok Chopra Marg,

Versova, Andheri West, Mumbai 400061

Head of Marketing - India

Nirav Modi Luxury Diamonds | December 2016 - May 2017

- **Strategic Brand Elevation:** Orchestrated initiatives to elevate brand awareness nationwide for an exclusive audience.
- **Niche Target Group Focus:** Strategically intensified brand awareness within a discerning audience, aligning marketing efforts with their preferences.
- **Flagship Boutique Anchors:** Established memorable brand interactions at flagship boutiques in Delhi and Mumbai.

Vice President Marketing & PR

Bestseller India | May 2010 - December 2016

- **Strategic Leadership & Retail Expansion:** Oversaw operations for 50+ stores. Spearheaded significant growth, expanding from 9 Exclusive Brand Outlets (EBOs) to 50+ EBOs, 100+ Shop-in-Shops, and establishing a prominent online presence on Myntra and Jabong.
- **Digital Brand Presence:** Initiated and launched official websites for Jack & Jones, Vero Moda, Only, and Selected, enhancing the brand's digital footprint and engagement.
- **Brand Independence:** Transformed Bestseller Brands (Jack & Jones, Veromoda, Only, Selected, Pieces) into independent properties aligned with global guidelines for the Indian market.
- **Consumer-Centric Approach:** Analyzed the evolving young consumer, crafting comprehensive media plans to boost brand awareness.
- **Customer Care Setup:** Established a robust customer care team for online and offline interactions.
- **Property Conceptualization:** Conceptualized key physical and digital properties, managing a budget exceeding INR 40 Crores.
- **Brand Awareness:** Elevated brand awareness through initiatives like **All Starr Jamm, Super Saturday,** and **VeroModa Marquee Collection.**
- **Strategic Celebrity Collaborations:**
  - Collaborated with **Karan Johar** and **Kangana Ranaut** for VeroModa Marquee, extending brand reach during expansion.
  - Recruited **Ranveer Singh** for Jack & Jones, resonating with the brand's youthful audience during expansion.
- **Result-Oriented Associations:** Leveraged celebrity collaborations for effective awareness and top-of-mind recall, contributing to brand growth.

Senior Manager - Marketing & Advertising

Pantaloons | June 2002 - May 2010

- **Strategic Brand Repositioning:** Transformed Pantaloons into a "Fresh Fashion" destination through strategic moves and partnerships in the late 2000s.
- **Top-of-Mind Recall:** Achieved seamless top-of-mind recall, ensuring a successful transition in brand positioning.
- **Targeting Younger Demographics:** Recognized the need to attract a younger demographic, introducing "Fresh Fashion Pantaloons" to resonate with India's vast youth population.
- **Fashionable Appeal:** Positioned Pantaloons as a dynamic fashion destination, resulting in a 20% increase in footfall from the younger audience.
- **Operational Growth and Profitability:** Catalyzed Pantaloons' expansion from 10 to 50 profit making stores, showcasing strategic operational growth during my tenure.

Senior Accounts Executive

Concept Communications | August 2000 - June 2002

Executive Marketing

Jaypee Group of Hotels | September 1999 - July 2000

Assistant Manager

Travel Encounters | September 1999 - July 2000